

The message is transmitted over a telecommunication network between a sender terminal and a receiver terminal. In the method according to the invention, a data structure is constructed in which the icons are associated with a sequence of words for managing the animation of the icons, including a first type of word defining an icon display time and a second type of word defining a cross-reference to a selected icon defined in the data structure; the sequence is then executed so that the display time of a selected icon is imposed by the last word of the first type that precedes the word of the second type cross-referencing the selected icon.